Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Previously Presented) A multiple exchange instance, comprising:

a plurality of exchanges; and

a common instance for implementing the exchanges, the exchanges sharing a set of common components and each exchange having a respective view having respective unique components, wherein the common instance comprises a database divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and implemented within a respective one of the plurality of sub-schemas providing a respective partial view of the common instance, and wherein each of the exchanges is allocated to a different merchant.

2.   (Previously Presented) The multiple exchange instance of Claim 1 wherein the multiple exchanges are implemented within the common instance and wherein the common instance facilitates communication between a first exchange of the exchanges and a second exchange of the exchanges.

3.   (Previously Presented) The multiple exchange instance of Claim 1 wherein the multiple exchanges each have a respective operator, and wherein the multiple exchange instance allows each operator to perform input/output using the common components to perform the input/output for each of the respective multiple exchanges.

4.   (Original) The multiple exchange instance of Claim 3 wherein the input/output comprises an authentication operation for each of the exchanges.

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Amdt. dated June 30, 2009
Amendment under 37 CFR 1.116 Expedited Procedure
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5.   (Original) The multiple exchange instance of Claim 3 wherein the common input/output comprises a catalog content input operation for each of the exchanges.

6.   (Original) The multiple exchange instance of Claim 3 wherein the common input/output comprises a registration operation for each of the exchanges.

7.   (Original) The multiple exchange instance of Claim 1 wherein the multiple exchanges are configured to use communication protocols to communicate with processes external to the common instance.

8.   (Original) The multiple exchange instance of Claim 7 wherein the communication protocol is XML (extensible markup language).

9.   (Original) The multiple exchange instance of Claim 1 wherein the common instance is implemented using a database program running on one or more computer systems.

10.   (Currently Amended) <u>A computer-readable storage medium having stored thereon instructions for causing at least one processor to perform a</u> [[A]]method for a multiple exchange instance implemented on a server computer system <u>utilizing said at least one processor,</u> ~~the server computer system including a processor coupled to a computer readable memory, the memory containing computer readable instructions which when executed by the processor implement a~~ <u>the</u> method comprising the steps of:

a)   defining a common instance using a common schema that defines a database;

b)   slicing the common instance into a plurality of exchanges, wherein the common instance is divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and is implemented within a respective one of the plurality of sub-

schemas providing a respective partial view of the common instance and wherein each of the

exchanges is allocated to a different merchant;

      c)   implementing a common support architecture for the exchanges;

      d)   implementing efficient communication between a first exchange of the

exchanges and a second exchange of the exchanges using the common support architecture; and

      e)   presenting a custom view of the exchanges to respective operators of the

exchanges.

11.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of

Claim 10 wherein the exchanges share a set of common components within the common support

architecture and wherein the custom view has respective unique components.

12.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of

Claim 10 wherein <u>said implementing efficient communication includes implementing</u> the

multiple exchanges ~~are implemented~~ within the common instance for facilitating communication

between the first exchange and the second exchange.

13.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of

Claim 10<u>, wherein the method further comprises</u> ~~further comprising~~ the step of:

     performing input/output using the common components for each of the multiple

exchanges, the input/output performed by the respective operators.

14.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of

Claim 13 wherein the input/output comprises an authentication operation for each of the

exchanges.

15.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of Claim 13 wherein the common input/output comprises a catalog content input operation for each of the exchanges.

16.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of Claim 13 wherein the common input/output comprises a registration operation for each of the exchanges.

17.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of Claim 10 wherein the exchanges are configured to use communication protocols to communicate with processes external to the common instance.

18.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of Claim 17 wherein the communication protocol is XML (extensible markup language).

19.   (Currently Amended) The <u>computer-readable storage medium</u> ~~method~~ of Claim 10 wherein <u>said defining includes implementing</u> the common instance ~~is implemented~~ using a database program.

20.   (Previously Presented) A multiple exchange instance, comprising: a plurality of exchanges; and

a common database for implementing the exchanges within a common schema, the exchanges sharing a set of common components and each exchange having a respective view having respective unique components, wherein the common schema is divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and is implemented within a respective one of the plurality of subschemas providing a respective partial view of the common schema, and wherein each of the exchanges is allocated to a different merchant, and wherein the exchanges each have a respective operator, allowing an operator to

perform input/output using the common components to perform the input/output for each of the exchanges.

21.   (New) The multiple exchange instance of claim 20, wherein the multiple exchange instance provides registration for a group of exchanges simultaneously.

OID-2000-063-01